

HOUSE JOINT MEMORIAL 71

47TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2006

INTRODUCED BY

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A JOINT MEMORIAL

REQUESTING THE GOVERNOR TO NAME A COMMITTEE TO STUDY THE
FEASIBILITY AND COST OF HAVING DIVISION 1 COLLEGE FOOTBALL BOWL
GAMES IN NEW MEXICO.

WHEREAS, football is one of the most popular collegiate
games, with passionate, diehard fans; and

WHEREAS, football's popularity culminates each year in the
college bowl games, which draw over one million fans to the
twenty-five bowl game cities, creating a phenomenon that has
been dubbed "tailgate tourism"; and

WHEREAS, New Mexico's mild winters make it an ideal
destination during college bowl game season and its many other
attractions make it desirable enough for fans to extend their
football vacations; and

WHEREAS, a division 1 college football bowl game would be

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1 an excellent tourist draw for New Mexico and an opportunity to
2 advertise the state to millions of television viewers around
3 the world; and

4 WHEREAS, according to *Media Week* magazine, ABC's telecast
5 of the four bowl championship series games this season brought
6 over one hundred six million dollars (\$106,000,000) of value-
7 added exposure to the games' title sponsors; and

8 WHEREAS, sponsorships by New Mexico businesses and the
9 state could be an economic boon to those businesses and the
10 state; and

11 WHEREAS, the state would have an on-air opportunity to
12 educate the rest of the country and the many international
13 viewers about New Mexico's culture, products and services and
14 tourist destinations, which would result in increased tourism
15 and economic development;

16 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
17 STATE OF NEW MEXICO that the governor be requested to name a
18 small committee consisting of himself, the director of the New
19 Mexico sports authority and the athletic directors of the
20 university of New Mexico and New Mexico state university to
21 study the feasibility of New Mexico offering a division 1
22 college football bowl game at the university of New Mexico
23 football stadium; and

24 BE IT FURTHER RESOLVED that the governor assign the New
25 Mexico sports authority and the economic development and

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1 tourism departments to provide a quantitative and qualitative
2 analysis of the costs and benefits of having the Chile Bowl in
3 New Mexico; and

4 BE IT FURTHER RESOLVED that the governor's committee meet
5 periodically with the economic and rural development and
6 telecommunications committee or similar interim committee to
7 apprise it of progress; and

8 BE IT FURTHER RESOLVED that the governor's committee have
9 final recommendations to present to the appropriate interim
10 legislative committee by November 1, 2006; and

11 BE IT FURTHER RESOLVED that copies of this memorial be
12 transmitted to Governor Bill Richardson and the co-chairs of
13 the New Mexico legislative council.

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